

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re application:
Morris E. Lewis

Attorney Docket: LEWIS

Application Number: 09/339,059

Art Unit: 3625

Examiner: Nicholas D. Rosen

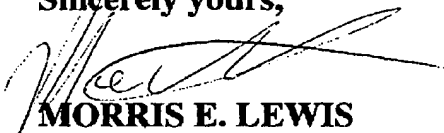
For: METHOD, APPARATUS AND PROCESSES FOR MANUAL,
AUTOMATIC OR REMOTE ONLINE PURCHASING AND LOCAL,
REGIONAL AND INTERNATIONAL OVER THE COUNTER PURCHASING
WITH REBATE, SAVING, AND INVESTING PROCESSES

RESPONSE TO NOTICE OF NON-RESPONSIVE AMENDMENT

Honorable Commissioner of Patents and Trademarks Washington,
D.C. 20231

In response to the Notice Of Non-Responsive Amendment
mailed September 18, 2003, please accept the attached Response To
Notice Of Non-Responsive Amendment and 2nd Amended Application.
If there is any question, please feel free to contact me.

Sincerely yours,



MORRIS E. LEWIS

APPLICANT

301-899-8925

OFFICIAL

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CENTRAL FAX CENTER

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Serial No: 09/339,059 Response to Notice of Non-Responsive Amendment – Oct 03

Dear Mr. Rosen,

Please accept my response to your Notice Of Non-Responsive Amendment mailed September 18, 2003. I responded to your comments as I understood them by drafting the attached spreadsheet, which lists the underlined amendments in my application and the location of these features in the original application. Additionally, as per our conversation and agreement, please accept the Attached Amended Specification. I have removed many of the other underlined amendments in the previous amendment that you objected to. I am available to answer any questions or discuss any issue you might have regarding my response

Thank you,

Application No. 09/339,059 – Response to Notice of Non-Responsive Argument – 17 Oct. 2003

RESPONSE SPREADSHHET

<p>PAGES 1&5 of the Amended Application: The Invention encompasses technology that <u>relates to a system comprising a novel Volume Purchase Rebate Business Method, Volume Purchase Rebate Appliance sub-system, Volume Purchase Rebate Online-Interactive Showroom sub-system, Volume Purchase Rebate Online-Interactive Showcase sub-system, Volume Purchase Rebate Online-Interactive SalesPerson sub-system and Online-Interactive Ordering or Online-Interactive Re-Ordering sub-system and methods and processes for operating this system.</u></p> <p>The system will greatly facilitate the sale of goods and services while providing customers with a means to painlessly funding their Individual Retirement Accounts. While doing so, the present invention provides a novel volume purchasing and rebate</p>	<p>Re: PAGES 1&5 of the Amended Application - This is not “New Matter”, this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, Drawings and Description of Drawings and Claims of that application.</p> <p>Re: PAGES 1&5 of the Amended Application - This is not “New Matter”, this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, Drawings and Description of Drawings and Claims</p>
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<p><u>business method sub-system</u> having a volume purchasing rebate that addresses a purchaser's long term need to provide for his retirement security. In accordance with the principles of the present invention, a volume purchasing and rebate system is disclosed in which a monetary volume purchasing rebate for volume purchasing or purchasing of excess inventory and capacity is transferred to the purchaser's retirement account. The volume purchasing and rebate system of the present invention thereby provides the purchaser with volume purchasing rebate for volume purchasing goods and services and purchasing excess inventory and capacity that addresses the purchaser's long-term need of providing for his retirement security.</p> <p>PAGE 5 of the Amended Application: It is another primary object of the present invention to</p>	<p>of that application.</p> <p>Re: PAGES 5 of the Amended Application - This is not "New Matter", this information was</p>
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provide technology that will greatly facilitate the volume purchase and sale of goods and services and to provide a means for real-time interactive online ordering and the re-ordering of said goods and services while also providing customers with a means to painlessly fund their Individual Retirement Accounts.

PAGE 6 of the Amended Application: The present invention also provides a method for purchasing goods, products or services and obtain and invest rebates using a plurality of purchasers who have an option of volume purchasing and obtaining rebates and/or purchasing excess inventory and obtaining rebates. This option derives from many factors to include, consultation with the Certified Purchasing Planner (CPP), or as a result of a decision based upon researching volume purchasing and

disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, Drawings and Description of Drawings and Claims of that application.

Re: PAGES 6 of the Amended Application - This is not "New Matter", this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, Drawings and Description of Drawings and Claims of that application.

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<p>excess inventory or capacity purchasing opportunities and options with the ordering or control monitoring unit and the purchasing facilitation systems unit (VPR Appliance or On-site Computer) of the present invention. Volume purchasing or excess inventory or capacity purchasing opportunities and options can also be downloaded to the purchaser based upon the purchasers past purchasing trends and desires. The reordering reader or the opening station can be used for reordering of goods, products or services Purchasers will use various purchasing cards to include VPR credit cards, VPR debit cards, VPR smart cards or any other type card suitable for present invention purchasing. Input devices such as card reader, and terminal, interfacing with the VPR Appliance or On-site Computer, which can allow said VPR credit cards, VPR debit cards, VPR</p>	
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smart cards or any other type card pay for the selected goods, products or service and facilitate rebates for the purchasers investment account.

PAGE 7 of the Amended Application: Another segment of the present invention brings forth a means for the VPR Appliance or On-site Computer generally to interfaces with ShowRooms, ShowCases containing or Salespersons systems and using remote means to for the VPR Appliance or On-site Computer to control closed-circuit television purchasing systems using either cameras in a fixed location or cameras that are mounted for movement along a track, dome or stand to provide automatic acquisition of a product object in response to an command signal or the like.

The present invention also includes methods of simulating the motion of real-time shopping through

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the VPR Appliance or On-site Computer controlling the use of pan, tilt and zoom cameras, which enhance product presentation through motion etc. In the case of an operator-attended purchasing system, the human operator may attempt to respond to the command signal by operating system controls to reposition the camera carriage and to adjust the camera direction, etc. so that an image of the product is obtained.

The present invention also includes means and methods whereby shoppers/buyers use the VPR Appliance or On-site Computer to virtually shop at regional as well as international establishments without leaving the comfort of their homes and businesses. However, purchased products are pre-positioned at strategic locations to speed up delivery to the purchaser etc.

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PAGE 8 of the Amended Application: This segment of the present invention also interfaces with the VPR Appliance or On-site Computer and relates to a new and improved merchant's CyberShowCase which has for its principal purpose to provide a moving and adjustable CCTV system for motorized revolving platform and hanger systems on which the product to be pictured rests and also for a multi-colored backdrop system which is positioned behind the product in the line of sight of the camera. The multi-colored backdrop is preferably illuminated from behind with rear view projection or from the front with either a white light or a light having appropriate color filter. The projectioned or multi-colored backdrop provides a wide variety of scenes as background for the product being photographed.

This apparatus also encompasses

Re: PAGES 8 of the Amended Application - This is not "New Matter", this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, Drawings and Description of Drawings and Claims of that application.

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means and methods of giving the presented product motion through the use of pan-tilt-zoom cameras and moving platforms and racks located in the CyberShowCase. Not only do these devices provide motion, but they also present multiple viewing angles to make product presentation more appealing.

The CyberShowCase may be used either as a stationary or mobile showcase. Accordingly, it is a principal product of the present invention to provide an equipment bay on wheels, which contains the equipment and systems to facilitate CCTV production.

Another feature of the Cybershowcase is the fact it is readily transportable, easily adjustable in many different positions and adaptable to a wide variety of conditions to photography products.

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PAGE 9 of the Amended Application: The present invention further encompasses means and methods of simulating the shopper actually being in the showroom with a salesperson known as a CyberSalesPerson showing the product. The CyberSalesPerson is equipped with the means to effectively communicate (audio and video) online real-time with the shopper (retail customer) or buyer (wholesale customer) being serviced. These systems interface with the VPR Appliance or On-site Computer.

PAGE 31 of the Amended Application: Purchasing Agent Sub-System;
Comprises said the VPR Organization and the Certified Purchasing Planner (CPP) who are the purchasers' personal volume purchasing purchasing agent and assists purchasers in obtaining all volume

Re: PAGES 9 of the Amended Application - This is not "New Matter", this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, Drawings and Description of Drawings and Claims of that application.

Re: PAGES 31 of the Amended Application - This is not "New Matter", this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, and Claims of that application.

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purchasing benefits and in doing so, they use the sophisticated information services delivery and shopper tracking systems by integrating third-party systems. These information systems can be viewed

PAGE 32 of the Amended Application: Purchasing Agent system functions with merchants of brick and mortar stores as well as merchants of stores. The Purchasing Agent system software is also designed to give customer service representatives, who are the Certified Purchasing Planners (CPP's) of the present invention, instant access to all merchant goods, products and services information, to automatically update all changes to merchants and inform the merchant of sales status by automated e-mail communications. The CPP will also use the selling system to assist

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customers with their volume purchasing efforts by informing them of all opportunities in their respective areas. The CPP will also use the Purchasing Agent system to assist customers in increasing their rebates by also keeping them informed of opportunities in their areas. All transactions are secured by using the encryption means of the VPR Appliance or On-site Computer

PAGE 33 of the Amended Application: The CPP will also use the ordering system to assist customers with their volume purchasing efforts by also keeping them informed of opportunities in their areas. The CPP will also use the ordering system to assist customers in increasing their rebates by also keeping them informed of opportunities in their areas. The CPP's

Re: PAGES 33 of the Amended Application - This is not "New Matter", this information was disclosed in the Original Application filed on June 23, 1999 and featured in the Specification, and Claims of that application.